



2025 Tourism Economic Contribution Report



TOURISM
ECONOMICS
AN OXFORD ECONOMICS COMPANY

VISIT
MISSISSIPPI



From the Governor

Mississippi's tourism industry continues to demonstrate what is possible when we invest in the experiences, places, and people that make our state unlike any other. Every visitor who chooses Mississippi supports local businesses, creates opportunity for working families, and contributes to a stronger economy for all Mississippians.

The results of 2025 speak for themselves. Mississippi welcomed 45.5 million visitors who spent \$12.4 billion throughout our state, generating an overall economic impact of \$18.9 billion. Those visitors helped support nearly 138,000 jobs, generated \$4.8 billion in personal income, and contributed \$1.2 billion in state and local tax revenue. These numbers reflect the strength of an industry that touches every region and every county in Mississippi.

Tourism is economic development in action. Every new attraction, hotel investment, downtown revitalization project, outdoor recreation asset, and cultural destination strengthens Mississippi's competitiveness, creates jobs, and encourages private investment. As businesses continue choosing Mississippi for historic investments, a vibrant tourism industry helps showcase the quality of life, workforce, and communities that make our state an exceptional place to live, work, and invest.

What makes these tourism achievements especially meaningful is that they are built on authentic Mississippi experiences. Whether visitors come to explore our musical heritage, discover our history, enjoy our outdoor recreation, attend festivals and sporting events, or experience the warmth of our hospitality, they leave with a greater appreciation for our state, and they help create lasting economic opportunity while they are here.

I am proud of the momentum Mississippi's tourism industry continues to build. The dedication of our tourism leaders and hospitality professionals has positioned our state for continued success. Together, we will continue welcoming visitors, sharing Mississippi's remarkable story, and creating new opportunities that strengthen our economy and showcase the very best of our state.

Tate Reeves

Governor of Mississippi



From the Director

Tourism is more than an industry – it is an investment in Mississippi's people, communities, and future. In 2025, visitors spent \$12.4 billion across our state, supporting 137,728 jobs and generating a total economic impact of \$18.9 billion. Those numbers demonstrate the extraordinary value of tourism and the important role it plays in strengthening Mississippi's economy.

The benefits of travel extend well beyond visitor spending. Tourism generated \$4.8 billion in personal income for Mississippi workers and produced \$1.2 billion in state and local tax revenue, helping support education, infrastructure, public safety, and other essential services. In fact, the taxes generated by visitors saved the average Mississippi household an estimated \$1,081 in additional state and local taxes.

These accomplishments are the result of strong partnerships across all 82 counties. From destination marketing organizations and attractions to restaurants, hotels, retailers, and countless small businesses, our tourism industry works together every day to create memorable experiences that keep visitors returning to Mississippi. Through strategic marketing, product development, and collaboration with our industry partners, Visit Mississippi continues to expand our reach and showcase everything that makes our state a one-of-a-kind destination.

Every visitor who chooses Mississippi helps support local businesses, create jobs, and preserve the places and traditions that define who we are. Together, we will continue to build on this momentum, grow tourism's economic impact, and share Mississippi's authentic story with the world for years to come.

Rochelle Hicks

Director, Visit Mississippi

About Visit Mississippi

A division of the Mississippi Development Authority, Visit Mississippi is the official destination marketing organization for the state. Dedicated to showcasing Mississippi's diverse attractions and experiences, Visit Mississippi promotes the state as a premier travel destination for leisure, business, and cultural exploration.

Through strategic marketing initiatives and partnerships, Visit Mississippi aims to enhance visitor experiences, drive economic growth, and highlight Mississippi's rich history, vibrant culture, scenic beauty, and renowned hospitality. For more information, visit [VisitMississippi.org](https://www.VisitMississippi.org).



Meet the Team



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Hermine Granberry
Digital Content Manager



Walter Oglesby
Visitor Services
Manager

VISITOR VOLUME AND SPENDING

45.5 MILLION

Visitors to Mississippi in 2025

TOTAL ECONOMIC IMPACT



\$14.4B

Visitor Spending



\$18.9B

Total
Economic
Impact



137,728

Total Jobs
Generated



\$1.2B

Total State &
Local Taxes
Generated

About Tourism Economics

Tourism Economics, an Oxford Economics company, combines travel sector expertise with economic tools to help over 500 clients make informed marketing, investment, and policy decisions. Its specialized economists provide comprehensive global travel datasets, forecasts, economic impact analyses, policy evaluations, and market assessments from regional headquarters in Philadelphia and Oxford, alongside global offices. Its parent company, Oxford Economics, is a leading independent global advisory firm operating worldwide with over 600 staff, including 300 professional economists, delivering advanced economic and industry models across 200 countries, 100 sectors, and 3,000 cities.



2025

Economic Impact of Visitors to Mississippi





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Introduction

Visitors are integral to Mississippi's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of Mississippi's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

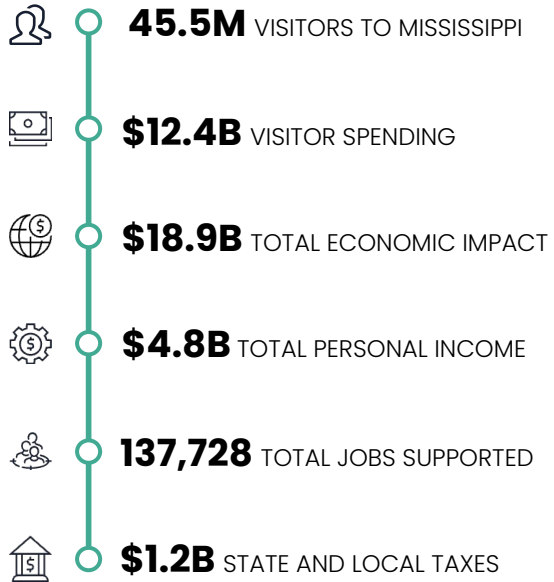
- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

Key Findings

Key Findings

Visitors Generate Significant Economic Impact

In 2025, 45.5 million visitors spent \$12.4 billion in the Mississippi economy, generating a total economic impact of \$18.9 billion.



Results in Context

The visitor economy is an economic pillar in Mississippi. In 2025, visitor spending supported one-in-12 jobs in Mississippi. In addition:



\$12.4B VISITOR SPENDING

Visitors spent \$34.1 million per day, on average, in Mississippi.



\$4.8B PERSONAL INCOME

The \$4.8 billion in total income generated by the visitor economy is the equivalent of \$4,305 for every occupied household in Mississippi.



137,728 JOBS

The visitor economy sustained 8.0% of all jobs in Mississippi. These employees could fill Vaught-Hemingway Stadium 2.2 times.



\$1.2B TOTAL STATE & LOCAL TAXES

Each household in Mississippi would need to be taxed an additional \$1,081 to replace the visitor-generated taxes received by state and local governments in 2025.

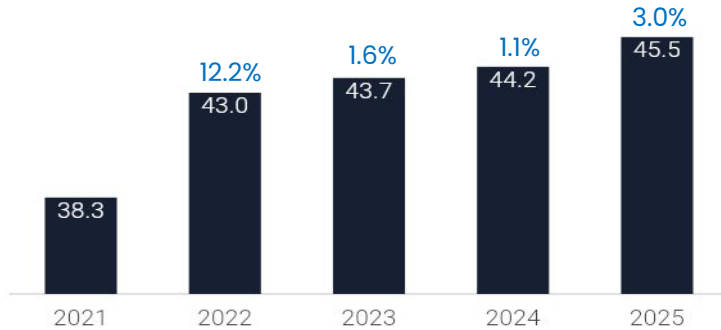


Visitor Volume & Spending

Visitor Volume

In 2025, 45.5 million visitors traveled to Mississippi, an increase of 3.0% compared to the previous year.

Mississippi Visitor Volume
millions



Source: Tourism Economics

Mississippi welcomed **45.5 million** visitors who spent **\$12.4 billion** in 2025.



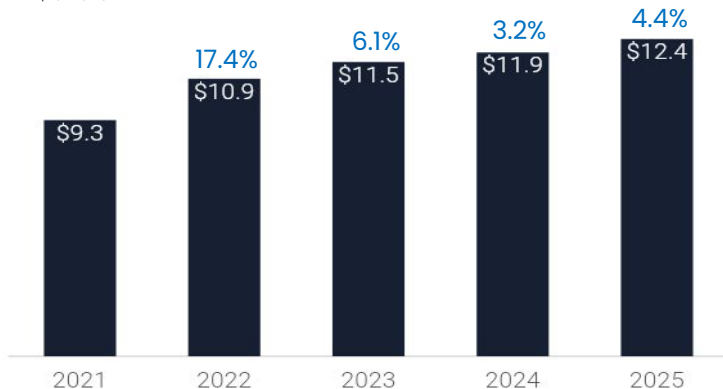
Visitor Spending

Visitor spending increased 4.4% in 2025, reaching \$12.4 billion. Of the \$12.4 billion spent, food and beverage purchases accounted for \$3.1 billion—25% of all visitor spending.

Lodging spending, including short-term rentals, represented 22% of total visitor spending, \$2.7 billion.

Mississippi Visitor Spending

\$ billions



Source: Tourism Economics



FOOD & BEVERAGE

\$3.1B — 25%



LODGING

\$2.7B — 22%



REC/ENT

\$2.6B

21%



RETAIL

\$2.1B

17%



TRANSIT

\$1.8B — 15%

Source: Tourism Economics (Note: Lodging includes all accommodation types.)

Visitor Spending Trends

Visitor spending in Mississippi increased 4.4% to \$12.4 billion in 2025, with gains across every major sector. Growth was driven by both higher visitation, up 3.0% year-over-year, and rising prices.

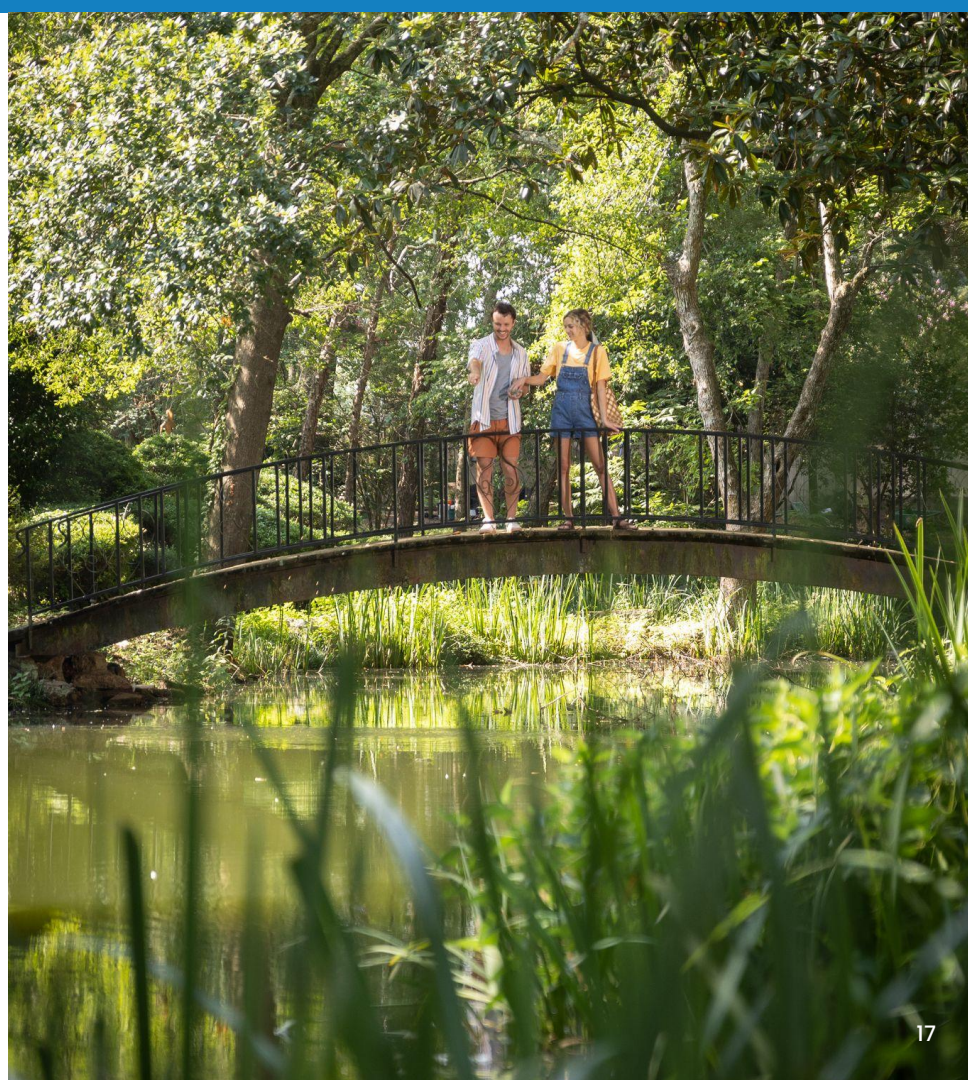
Lodging led spending growth, up 5.4% year-over-year, closely followed by food and beverage spending, up 5.3%. Recreation and retail each surpassed 4.0% growth in 2025, while declining gas prices offset growth in ground and air transportation.

Mississippi Visitor Spending \$ billions

	2021	2022	2023	2024	2025	2025 Growth
Total visitor spending	\$9.26	\$10.88	\$11.54	\$11.91	\$12.43	4.4%
Food & beverage	\$2.21	\$2.68	\$2.86	\$2.95	\$3.11	5.3%
Lodging	\$2.28	\$2.47	\$2.58	\$2.57	\$2.71	5.4%
Recreation & Entertainment	\$1.95	\$2.26	\$2.38	\$2.52	\$2.64	4.8%
Retail	\$1.52	\$1.85	\$1.97	\$2.06	\$2.14	4.1%
Transportation	\$1.30	\$1.61	\$1.75	\$1.81	\$1.83	1.1%

Source: Tourism Economics

Note: Lodging includes all accommodation types.



Visitor Spending Trends

Mississippi Visitor Volume and Spend, by Market and Segment
millions of visitors, \$ millions, \$ per person

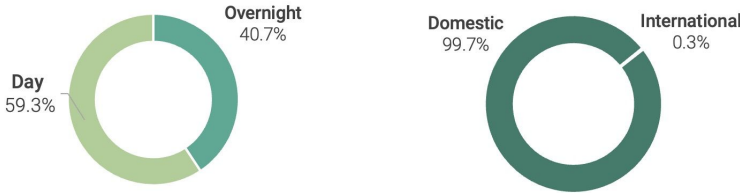
	2021	2022	2023	2024	2025	2025 Growth
Total visitors	38.3	43.0	43.7	44.2	45.5	3.0%
Day	23.9	25.1	25.8	26.4	27.0	2.3%
Overnight	14.4	17.9	17.9	17.8	18.5	4.1%
Total visitors	38.3	43.0	43.7	44.2	45.5	3.0%
Domestic	38.3	42.9	43.5	44.0	45.4	3.0%
International	0.0	0.1	0.1	0.1	0.1	-8.5%
Total Visitor Spending	\$9,263	\$10,876	\$11,543	\$11,909	\$12,439	4.4%
Domestic	\$9,227	\$10,781	\$11,413	\$11,763	\$12,298	4.5%
International	\$36	\$95	\$131	\$146	\$141	-3.3%
Per Visitor Spending	\$242	\$253	\$264	\$270	\$273	1.4%
Domestic	\$241	\$251	\$262	\$267	\$271	1.5%
International	\$1,163	\$967	\$989	\$1,052	\$1,112	5.7%

Source: Tourism Economics

Visitor volumes grew 3.0%, supported by growth in both overnight (+4.1%) and day visits (+2.3%), while international arrivals declined 8.5%. Per visitor spending grew 1.4%.

As overnight visitor volume growth outpaced that of day, the overnight visitor volume share expanded modestly to 40.7%. The international visitor volume share held steady at 0.3% of total visitor volume for the third consecutive year.

Mississippi Visitor Volume, by Market and Segment
% share of total visitor volume



Source: Tourism Economics



Economic Impact Methodology

Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand-side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g., lodging, restaurants, retail, recreation and entertainment, transportation).

These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales.

Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.



Economic Impact Methodology

This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

1. **Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
2. **Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
3. **Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

The model calculates these three levels of impact—direct, indirect, and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Model

DIRECT



Direct visitor purchases in retail, lodging, transportation, entertainment, and dining

INDIRECT



Travel businesses purchase goods and services creating supply chain effects

INDUCED



Employees spend wages generated by visitor activity in the local economy

TOTAL IMPACT



SALES



JOBS



TAXES



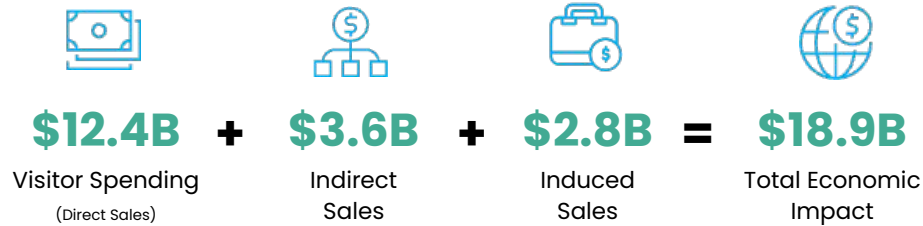
INCOME

Economic Impact

Business Sales Impacts

Direct business sales totaled \$12.4 billion in Mississippi in 2025. These direct impacts generated an additional \$6.4 billion through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$18.9 billion.



Business Sales by Industry (2025)

\$ millions

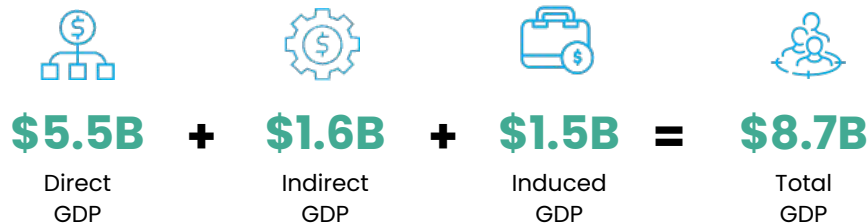
	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$12,439	\$3,598	\$2,833	\$18,870
Food & Beverage	\$3,108	\$184	\$267	\$3,560
Lodging	\$3,094	\$1	\$5	\$3,100
Retail Trade	\$2,151	\$80	\$322	\$2,553
Business Services	\$865	\$916	\$198	\$1,979
Finance, Insurance and Real Estate	\$83	\$808	\$777	\$1,668
Other Transport	\$934	\$240	\$97	\$1,272
Recreation and Entertainment	\$803	\$74	\$35	\$912
Gasoline Stations	\$839	\$5	\$28	\$872
Personal Services	\$503	\$136	\$136	\$776
Construction and Utilities		\$355	\$124	\$479
Education and Health Care		\$16	\$436	\$452
Communications		\$256	\$86	\$342
Manufacturing		\$216	\$123	\$339
Wholesale Trade		\$168	\$132	\$300
Government		\$106	\$41	\$147
Air Transport	\$58	\$5	\$4	\$67
Agriculture, Fishing, Mining		\$30	\$23	\$52

Source: Tourism Economics

Visitor spending generated a total economic impact of **\$18.9 billion** across the economy.

GDP (Value-Added Impacts)

The value of all visitor-associated goods and services produced in Mississippi was \$8.7 billion in 2025, equivalent to 5.1% of Mississippi's GDP.



GDP Impacts by Industry (2025)

\$ millions

	Direct GDP	Indirect GDP	Induced GDP	Total GDP
Total, all industries	\$5,540	\$1,597	\$1,523	\$8,659
Lodging	\$1,953	\$1	\$4	\$1,958
Food & Beverage	\$1,289	\$104	\$126	\$1,519
Finance, Insurance and Real Estate	\$46	\$354	\$491	\$891
Business Services	\$315	\$431	\$94	\$840
Retail Trade	\$523	\$50	\$186	\$759
Other Transport	\$415	\$127	\$48	\$590
Personal Services	\$377	\$86	\$87	\$549
Recreation and Entertainment	\$479	\$23	\$20	\$521
Education and Health Care		\$9	\$266	\$275
Construction and Utilities		\$136	\$48	\$184
Wholesale Trade		\$83	\$64	\$147
Gasoline Stations	\$115	\$3	\$15	\$132
Communications		\$77	\$28	\$106
Government		\$59	\$18	\$77
Manufacturing		\$43	\$22	\$64
Air Transport	\$28	\$3	\$2	\$32
Agriculture, Fishing, Mining		\$9	\$6	\$15

Source: Tourism Economics

The total value-added impact of the Mississippi visitor economy is equivalent to **5.1% of state GDP**.

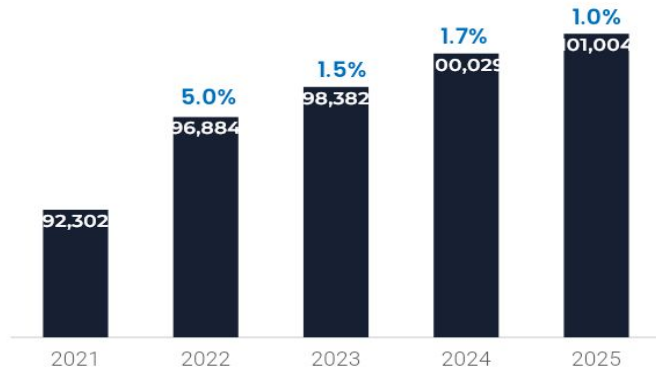
Direct Employment

Employment directly supported by visitor activity reached 101,004 jobs in Mississippi in 2025, up 1.0% over the previous year.

Visitor-supported employment is a significant part of several industries in the state—nearly all lodging employment, 37% of recreation employment, and 27% of food and beverage jobs are supported by visitor spending. Overall, direct tourism jobs accounted for 5.9% of all jobs in Mississippi in 2025.

Visitor-Supported Employment in Mississippi

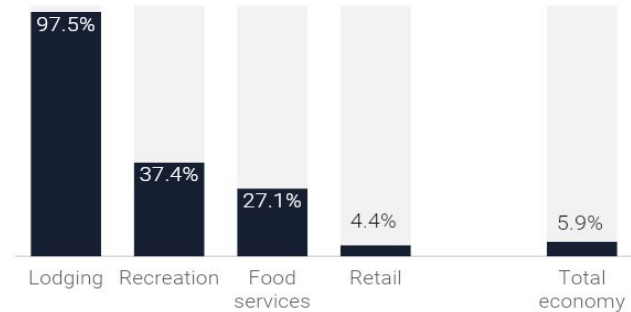
jobs



Source: Tourism Economics

Tourism Employment Intensity

share of total industry employment



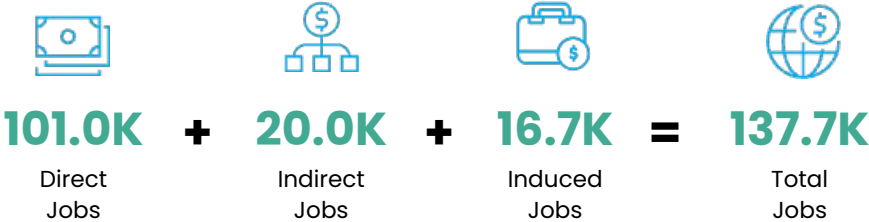
Source: Tourism Economics



The visitor economy in **Mississippi** directly supported **101,004 local jobs.**

Employment Impacts

Visitor activity sustained 101,004 direct jobs in 2025, with an additional 36,724 jobs supported from the indirect and induced impacts of visitor activity. Total employment impacts tallied 137,728 in 2025, translating to one-in-12 jobs in Mississippi.



Employment by Industry (2025)

jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	101,004	20,002	16,722	137,728
Food & Beverage	31,121	2,167	2,946	36,234
Lodging	24,882	16	73	24,972
Business Services	8,160	6,884	1,558	16,601
Personal Services	13,524	1,516	1,450	16,489
Retail Trade	7,736	625	2,673	11,034
Recreation and Entertainment	8,756	961	426	10,143
Other Transport	4,937	1,956	683	7,577
Finance, Insurance and Real Estate	598	3,329	1,700	5,627
Education and Health Care		166	3,963	4,129
Gasoline Stations	1,181	29	152	1,361
Wholesale Trade		486	339	824
Construction and Utilities		484	211	695
Government		516	143	659
Communications		434	146	580
Manufacturing		294	125	420
Agriculture, Fishing, Mining		129	128	257
Air Transport	108	10	7	125

Source: Tourism Economics

Visitor spending supported **one-in-12 jobs** in Mississippi, including more than 36,200 in the food and beverage industry.

Personal Income Impacts

Visitor activity generated \$3.1 billion in direct personal income in 2025. Including \$1.7 billion in indirect and induced impacts, employees received \$4.8 billion in personal income.



\$3.1B

Direct
Personal
Income



\$0.9B

Indirect
Personal
Income

+



\$0.7B

Induced
Personal
Income

+



\$4.8B

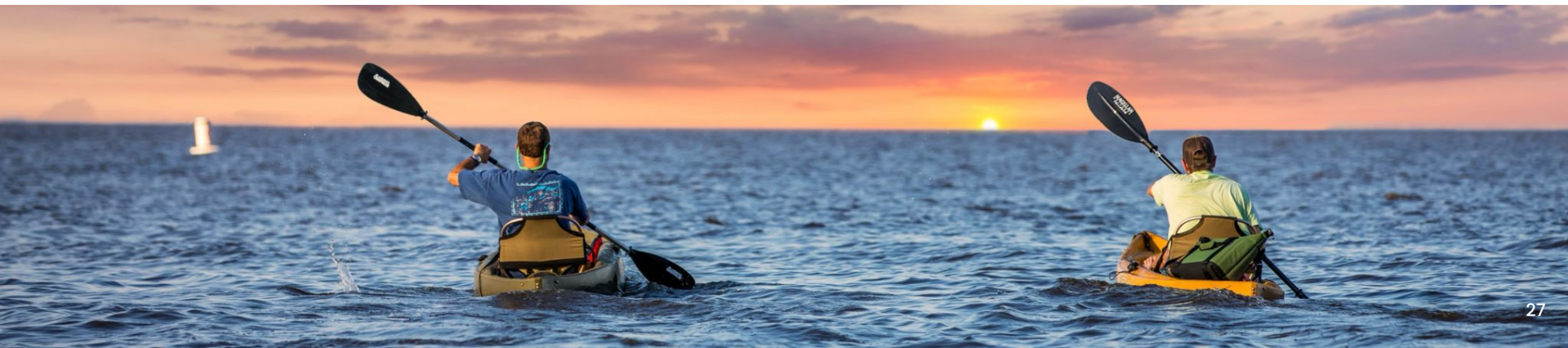
Total
Personal
Income

Personal Income by Industry (2025)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$3,092	\$918	\$742	\$4,753
Lodging	\$983	\$1	\$3	\$987
Food & Beverage	\$792	\$63	\$78	\$933
Business Services	\$241	\$352	\$76	\$669
Personal Services	\$298	\$61	\$55	\$413
Other Transport	\$277	\$99	\$34	\$410
Retail Trade	\$236	\$22	\$89	\$347
Education and Health Care		\$8	\$244	\$252
Finance, Insurance and Real Estate	\$25	\$115	\$68	\$208
Recreation and Entertainment	\$178	\$11	\$8	\$197
Wholesale Trade		\$39	\$28	\$67
Gasoline Stations	\$55	\$1	\$7	\$63
Construction and Utilities		\$43	\$16	\$59
Government		\$44	\$11	\$55
Communications		\$36	\$11	\$47
Manufacturing		\$20	\$9	\$29
Air Transport	\$8	\$1	\$1	\$10
Agriculture, Fishing, Mining		\$4	\$4	\$8

Source: Tourism Economics



Tax Impacts

Visitor activity generated \$2.3 billion in government revenues in 2025. State and local taxes alone tallied \$1.2 billion. Each household in Mississippi would need to be taxed an additional \$1,081 to replace the total visitor-generated taxes received by state and local governments in 2025.

Tax Impacts (2025)

\$ millions

	Direct	Indirect/ Induced	Total
Total Tax Revenues	\$1,569.7	\$732.2	\$2,301.9
Federal Taxes	\$721.4	\$387.0	\$1,108.4
Personal Income	\$221.2	\$118.0	\$339.3
Corporate	\$79.2	\$47.4	\$126.6
Indirect Business	\$32.1	\$13.8	\$45.9
Social Insurance	\$388.8	\$207.8	\$596.6
State Taxes	\$532.5	\$237.5	\$770.0
Sales	\$419.7	\$179.1	\$598.8
Personal Income	\$50.4	\$27.0	\$77.3
Corporate	\$25.0	\$15.0	\$40.0
Social Insurance	\$0.2	\$0.1	\$0.3
Excise and Fees	\$35.3	\$15.5	\$50.8
Property	\$2.0	\$0.8	\$2.8
Local Taxes	\$315.8	\$107.7	\$423.4
Sales	\$8.0	\$3.4	\$11.4
Tourism Tax	\$64.3	\$0.0	\$64.3
Excise and Fees	\$6.6	\$2.8	\$9.4
Property	\$237.0	\$101.4	\$338.4

Source: Tourism Economics



The visitor economy generated **\$2.3 billion in government revenue in 2025.**

Appendix

Appendix

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the state of Mississippi.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data.

The complete set of data inputs is provided at right.

Data Sources

- **Longwoods International:** Survey data, including spending and visitor profile characteristics for visitors to Mississippi
- **STR:** Lodging performance data, including room demand and revenue
- **Mississippi Department of Revenue:** Lodging and sales tax receipts by industry
- **BEA/BLS:** Employment and wage data by industry
- **US Census:** Business sales and employment by industry, and seasonal second homes inventory
- **Tourism Economics:** International arrivals data for visitors to Mississippi
- **American Gaming Association:** Casino revenue

Appendix

Glossary – Spending Definitions

- **Lodging:** All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
- **Food & Beverage:** Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores, and other food providers.
- **Recreation:** Includes visitors spending within the arts, entertainment, and recreation sector.
- **Retail:** Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
- **Local Transport:** Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
- **Air Transport:** Where applicable, the local share of air transportation spending.
- **Second Homes:** Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

- **Direct Impact:** Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
- **Indirect Impact:** Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
- **Induced Impact:** Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
- **Employment:** Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
- **Personal Income:** Income (wages, salaries, proprietor income, and benefits) supported by visitor spending.
- **Value Added (GDP):** Business sales net of intermediate (supply chain) purchases.
- **Local Taxes:** State taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses, and other revenue streams to local governmental authorities.
- **State Taxes:** State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees, and other assessments of state governments.

Appendix



About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on 200 countries, 100 industrial sectors, and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social, and business impact.

Oxford Economics is an adviser to corporate, financial, and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

Oxford Economics employs more than 700 full-time staff, including 400 professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC. For more information: admin@tourismeconomics.com.



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